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NEWSPAPER

Big 3 go easy on '93 stickers

2% average price hike puts pressure on Japan

JOHN K. TEAHEN JR.
Senior Editor

The 1993 price increase planned by the Big 3 is considerably less than that posted at the beginning of the 1992 model year, an analysis by *Automotive News* discloses.

The action puts pressure on the Japanese importers, most of whom have not priced their 1993 cars.

Based on preliminary figures from Chrysler Corp. and Ford Motor Co. and firm prices from General Motors, Big 3 cars will rise an average of $386, or 2.17 percent, over the final 1992 stickers. At introduction time a year ago, the Big 3 boost averaged $520, or 2.97 percent. The figures are sales-weighted and are based on comparably equipped 1993 and 1992 models.

Without credit for year-to-year equipment changes, Big 3 prices are up an average of $531, or 2.98 percent. A year ago it was $924, or 5.28 percent.

The Japanese makers are watching Detroit's pricing activities closely. The Japanese do their own thing on prices, but they cannot ignore the stickers of their domestic rivals.

Complicating the situation for the importers is the recession in Japan. It's every bit as brutal as the recession the United States is trying to crawl out of. The Japanese parent firms need the sales and dollars generated by their U.S. subsidiaries, and unwise pricing could jeopardize those sales and dollars.

The Japanese raised car prices midway through the 1992 model year, posting an aver-

see PRICES, 41

1993 PRICE HIKES ON BIG 3 CARS

Adjusted for equipment changes

	Increase	Percent
Chrysler Corp.	$403	2.60
Ford Motor Co.	506	2.90
General Motors*	313	1.66
Big 3 average	**386**	**2.17**

Not adjusted for equipment changes

Chrysler Corp.	$400	2.58
Ford Motor Co.	673	3.86
General Motors*	477	2.59
Big 3 average	**531**	**2.98**

*GM figures include Saturn
All figures are sales-weighted. Source: Automotive News

Nissan Altima is priced to fight Accord, Camry

KRISTINE STIVEN BREESE and LINDSAY CHAPPELL
Staff Reporters

Trying to jolt dealers as they prepare to sell what Nissan calls the most important car in its history, Nissan Motor Corp. in U.S.A has put a $12,999 price tag on its new Altima sedan.

The sticker will make the Altima look good as Nissan tries to get the attention of shoppers looking at the Ford Taurus, Toyota Camry, Honda Accord and other cars in the ultra-competitive mid-sized segment. But even though the car has a driver-side airbag, it lacks a V-6 engine.

But the price tag may attract buyers who were left behind when the Toyota Camry moved upmarket in 1992.

"Every Nissan dealer in the country has been praying every night that they could price this

see ALTIMA, 41

late news

Honda profits plunge 22%

TOKYO — Group net profits at Honda Motor Co. dropped 22.6 percent in the first quarter of the fiscal year that began April 1 as the company's worldwide car business continues to suffer.

Net earnings plunged to $131 million (16.5 billion yen) on a 3.3 percent decline in revenue to $8.73 billion. Group operating income dipped 18.6 percent to $325 million.

Honda blamed the fall in operating profits on a stronger yen and rising marketing, administrative and general costs.

Honda's automobile business accounted for revenue of $7.1 billion, a decrease of 5.3 percent.

Passenger-car sales during the quarter fell to 203,000 units in North America, down from 253,000, and sales dipped to 169,000 in Japan, down from 189,000.

European sales held at 52,000.

When Honda reported a profit decline of 14.9 percent for the last fiscal year, it forecast a 5 percent drop for the current year.

— *Richard Johnson*

Japan to wait for Saturns

TROY, Mich. — Saturn Corp. will not export cars to Japan at least until the 1994 model year, when a right-hand drive version can be done economically.

Saturn is scheduled to redesign its interiors, installing standard dual front airbags in the process, for the 1994 model year. Sources said

see LATE NEWS, 2

Comeback car

A new attitude and approach helped Chrysler develop the LH in just 39 months. A special 36-page section follows Page 22.

GM's Lopez scares ad agencies

RAYMOND SERAFIN
Crain News Service

J. Ignacio Lopez has turned his attention to the ad agencies that handle General Motors' $1.2 billion ad budget, and that's sending a shiver up the spine of agency officials.

In a mere four months as GM's vice president for worldwide purchasing, Lopez has attained fame — some call it infamy — for demanding and getting steep price cuts from GM material suppliers.

On the heels of a staggering $4.5 billion loss last year, GM management gave Lopez, formerly vice president in charge of supply for GM Europe, broad authority to attack costs.

Now, Lopez's zealous lieutenants have become increasingly involved in the contract bidding for marketing services such as catalog printing and direct-mail initiatives, according to *Advertising Age*, a sister publication to *Automotive News*.

Those ancillary programs have been the source of a significant part of GM agency profits ever since agencies took a cut in compensation in the late 1980s to 9 percent, down from 15 percent.

Lopez is said to have met earlier this month with Philip Guarascio, general manager of marketing and advertising for North American Operations. It's believed Guarascio, who keeps close tabs on GM agency profitability, tried to persuade Lopez that further deep cuts in agency compensation would af-

see LOPEZ, 38

MARCUS SWANSON

Next spring, Lexus dealers will get this Aristo-based sedan. It will be positioned above the ES300.

SLOWED, BUT NOT STOPPED

Asians have big plans despite political, financial pressures

Third in a series.

KRISTINE STIVEN BREESE
Staff Reporter

It used to be so easy. Asian automakers built high-quality, high-value vehicles, and Americans ate them up.

As recently as two years ago, analysts predicted that Japanese makes alone were bound to control 40 percent of the U.S. vehicle market. Now, their share is 24 percent and is shrinking.

That's due in part to recession and a "Buy American" campaign that seems to have real legs. Add to that some tightened purse strings in Japan, and it's clear that the future holds new challenges for the Asian automakers.

And lots of new product. Plans for the next five years show the Japanese bound for new heights in variety and innovation.

They will enter new segments. Toyota sets the tone this fall with its new intermediate pickup. Its next Cressida will likely be Japan's first six-passenger sedan sold here. A possible Honda entry promises to be a blend of minivan and sport-utility.

In powertrains, Mazda's Amati flagship will offer the first Japanese V-12. A future Lexus LS400 could have 12 cylinders, too. Acura appears poised to boost its line by adding a V-8 — either in a new

see ASIA, 26

Automotive News

NEW LEASE ON LIFE
GM product plans solidify future of three plants. PAGE 4

NEW AND IMPROVED
Lexus LS400 to get passenger airbag, other upgrades. PAGE 4

POMP AND CIRCUMSTANCE
NADA's first sales certification class graduates. PAGE 6

IMAGE MAKER
RX-7 project chief Takaharu Kobayakawa tackles PR. PAGE 8

ROVER UP FOR GRABS?
Analysts expect sale of stake in Land Rover parent. PAGE 8

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corrections

■ The location for Southwest Chevrolet in a Page 23 item on Aug. 10 was wrong. The dealership is in Parker, Ariz.

■ An Aug. 3 story on Page 22 incorrectly reported that J. Ignacio Lopez, General Motors vice president for purchasing, has authority only for manufacturing contracts. A GM spokesperson said Lopez's authority covers all purchasing. The spokesperson also said that although Electronic Data Systems Corp. computer-services work for GM will not be opened for competitive bidding, EDS will be subject to cost cutting based on "competitive benchmarks" GM is establishing.

KGP PHOTOGRAPHY

Dodge van gets new look for '94

Dodge will give its full-sized van a more aerodynamic look up front for the 1994 model year. This spy photo shows changes that include flush-mounted headlamp units and grille treatment similar to that seen on prototypes of the forthcoming T-300 full-sized pickup. A short run of 1993 model vans is set to end in December, with 1994 production to start early next year.

latenews

CONTINUED *from* PAGE 1

Saturn did not want to spend money retrofitting the current interior for right-hand drive when the redesign was so close.

— Phil Frame

Hino to build T100 for Toyota

TOKYO — Toyota Motor Corp. said the forthcoming T100 pickup truck destined for U.S. sale this fall will be built initially by Hino Motors Ltd. at its Hamura plant in Tokyo.

Last year, Hino built 245,000 Hi-Lux pickups for Toyota at Hamura. Toyota owns about 10 percent of Hino outright, and it is considered a Toyota affiliate.

The T100 is expected to be built in the United States within two to three years.

— Richard Johnson

2 Ford recalls affect 533,000

DEARBORN, Mich. — Ford Motor Co. has recalled about 99,000 Lincoln Continentals (1988-91 models) to replace front brake rotors that are subject to corrosion.

Ford also has recalled about 434,000 of its 1988-90 Ford Taurus, Mercury Sable and Lincoln Continental cars equipped with 3.8-liter V-6 engines to correct excessive exhaust emissions.

The brake rotor problem affects Continentals in the Northeast or Midwest, where salt is used to de-ice roads. Severely corroded rotors may break from the hub, which increases stopping distances.

In the exhaust emissions recall, dealers will modify the evaporative emissions control system. About 16,000 of the affected vehicles are in Canada.

Navistar loss up to $182 million

CHICAGO — Navistar International Corp. lost $115 million on sales of $920 million for the third quarter of fiscal 1992 ended July 31, compared to a loss of $31 million on sales of $861 million a year earlier.

The company lost $182 million on sales of $2.7 billion in the first nine months of fiscal 1992, compared to a loss of $98 million on sales of $2.6 billion last year.

The rise in Navistar's third-quarter loss resulted chiefly from a $24 million charge to handle the voluntary recall of school bus chassis and a $65 million charge to settle litigation with Pension Benefit Guaranty Corp.

The litigation involved Navistar's pension liability for its former Wisconsin Steel Division.

Lordstown may cripple Saturn

Saturn Corp. could be forced to shut its Tennessee assembly line if General Motors' Lordstown, Ohio, metal fabricating plant strikes following its five-day strike notice issued Thursday.

Lordstown supplies Saturn with small metal parts, and Saturn spokesman Bill Betts said the plant's just-in-time parts system is "very fragile." Saturn keeps as little as 10 hours' worth of some parts on hand.

A shutdown would hurt sales, because Saturn dealers are already short of cars.

At issue in Lordstown is a GM plan to close a tool and die shop, subcontracting the skilled trade work, and various health and safety problems, said a UAW spokesman.

— Liz Pinto

U.S. estimates costs 3 ways

WASHINGTON — Government agencies need a standard method for estimating the effects of new regulations on the cost of a new car, says Congress' General Accounting Office.

Cost estimates from government bureaucrats often differ significantly from the estimates prepared by automakers, the report said.

Different agencies have responsibility for different regulations: EPA for emissions, NHTSA for safety, and three agencies — NHTSA, EPA and the Energy Department — for fuel economy. Each estimates costs differently, and the three rarely consult one another when implementing regulations, the report said.

The accounting office recommended that the government develop a single method for estimating costs and publicize it.

The report was prepared at the request of Rep. John Dingell, D-Mich.

— Max Gates

34% profit dip seen for Toyota

TOKYO — Toyota Motor Co. is set to announce a 34 percent decline in pre-tax profits to $3 billion (380 billion yen) on revenues of $71.4 billion for the fiscal year that ended June 30, according to Japanese financial press reports.

The company refused to comment on the reports, but one insider said the figures "are not too wrong."

The top Japanese carmaker is also expected to announce that it will cut capital spending from $4.5 billion to $3.2 billion for the new fiscal year.

Toyota will announce year-end results Wednesday.

— Richard Johnson

GE Capital buys Avis Europe

GE Capital Fleet Services has completed its acquisition of Avis Europe's vehicle leasing and fleet management business for an undisclosed price.

Avis Lease, based in Brussels, has assets of about $950 million. GE also bought the rights to use the Avis Lease name.

The acquisition is part of GE's expansion into the European market. GE will be able to serve corporate fleet needs in 14 European countries.

GE Capital, based in Stamford, Conn., is a subsidiary of General Electric Co. and is a diversified financial company with assets exceeding $80 billion.

— Charles M. Thomas

briefly

Chrysler plays beat the clock

Tom Gale, **Chrysler Corp.** vice president of product design, told journalists attending the LH sedan preview in San Diego that Chrysler will set a new standard for fast prototyping of car parts. Gale said the hood for the new JA compact due in 1996 went from concept to finished steel part in 109 hours. "When we first discussed this project, our people were thinking in terms of days," he said. "I told them to recalibrate themselves. We were going to put a watch on it and measure it in hours."

MORALLY PURE — General Motors' top executives are considering a new policy to ban employees from accepting gratuities from customers, dealers and suppliers. The proposed plan is "to make sure ethical practices are maintained," a spokesman confirms. He said he was not aware of any problems that led to the policy review. Until now, GM employees have been allowed to keep tokens of appreciation worth no more than $25 from business associates, but the proposal would ban even free lunches.

HOPEFUL FORECAST — "It is certain that **Oldsmobile's** 100th anniversary will be even brighter!" So wrote **GM** Chairman Robert Stempel and President Jack Smith last week in a full-page ad in *The Wall Street Journal* and other publications. They were congratulating Olds employees, dealers and customers upon the division's 95th anniversary. Still, sales and market share continue downward. Maybe by the 100th anniversary, things will look up for Oldsmobile.

FOREVER YOUNG — Sources say **Nissan Motor Co.'s** facelift for the Infiniti Q45 early next year will include a nose job. The unique badge on the hood that caused so much criticism when the car debuted in 1990 is expected to be replaced with a more traditional design.

FOND FAREWELL — Chrysler chief Lee Iacocca will bid adieu to the company's dealers this week. An estimated 10,000 people, including dealers from the United States, Canada, Mexico and overseas, are gathering in Las Vegas for the company's 1993 new model send-off. But the meeting will also be a send-off for Iacocca, who will retire at year-end. Thursday evening, Iacocca will speak to the dealers for the last time as Chrysler's chairman.

FOOD FOR THOUGHT — At a gathering of auto suppliers, Norman Ehlers, vice president of purchasing and supply at **Ford Motor Co.**, took a good-natured swipe at **GM's** new worldwide purchasing vice president J. Ignacio Lopez. Lopez has issued a booklet to his troops titled, *Feeding the Warrior Spirit*, which points out, "This planet has 70 percent water content. Your body has 70 percent water content. You must consume a diet based on foods with 70 percent water content."

Ehlers: dishing it out

Tongue-in-cheek, Ehlers said he and Tom Stallkamp, **Chrysler's** vice president of procurement and supply, are putting out a cookbook called *Tom and Norm's Recipes for Worn-Out Warriors*. "They're recipes with 70 percent solids and 30 percent water," quipped Ehlers.

trucks

Freightliner chief expects rise in orders

JOSEPH BOHN
Truck Editor

Truck orders in the 1993 model year will be bigger than they have been for a while and more evenly spaced throughout the year, according to Freightliner Corp.

President Jim Hebe attributes the Class 8 sales surge to a reviving economy, larger fleets coming back into the market and strengthening used-truck demand. The company climbed to the top spot in Class 8 sales this year.

There is even something of a shortage in certain used trucks because of the low number of new models built over the past few years, Hebe said.

That is pushing prices up and allowing new-truck buyers to trade and replace vehicles they hadn't been able to before.

Some of the larger fleets are now placing 1993 orders — but spreading delivery dates out as long as 12 months.

"We're seeing larger purchases, but seeing them extended over a longer period of time," Hebe said.

"The big fleets — and even some of the smaller ones — are doing a better job of planning their equipment replacements. Instead of ordering 200 trucks and taking them all in one month, they're planning their repiacement cycle in an orderly fashion," Hebe said.

Freightliner has a new 70-inch Raised Roof SleeperCab, a 58-inch SleeperCab and a 50-inch Walk-in Sleeper Box.

The 70-inch sleeper will go into production in November. But, after previewing it to selected fleets that run team operations, Freightliner sold out its November/December production of the unit, Hebe said.

The company is now trying to increase materials purchases to bump up production to 20 to 30 units a day from the original plan of 10 per day.

Based on Freightliner's normal 240 working days, that could mean sales of up to 7,200 units.

Freightliner also has big plans for its Class 6-7 Business Class trucks.

The company has an aggressive schedule of timed production increases that will take it to an annual rate of 4,000 medium duties by the end of calendar 1992.

Freightliner began the year building 10 Business Class trucks a day and will be up to 17 a day by December. Calendar year 1993 will see further, steady increases, Hebe said.

Most of Freightliner's medium-duty sales have been in Class 7. Leasing companies and vocation operators are the chief customers.

Freightliner is now offering new engine, axle and chassis options to appeal to niche vehicle markets like fire apparatus, public utilities, construction and refuse hauling.

The Business Class trucks now offer all Cummins' C 8.3-liter horsepower ratings and additional ratings for Cummins' B 5.9-liter.

They also offer Rockwell's RS-13-120 13,000-pound rear axles, Hendrickson air suspensions with 12,000-pound and 15,000-pound capacities, and Freightliner Air-Liner rear suspensions rated at 20,000 pounds capacity on single rear axles and 40,000 pounds capacity on dual rear axles.

Other options include additional Allison automatic transmissions such as the AT-545 and AT-542, plus Freightliner/WABCO anti-lock brakes and front power take-off enhancements.

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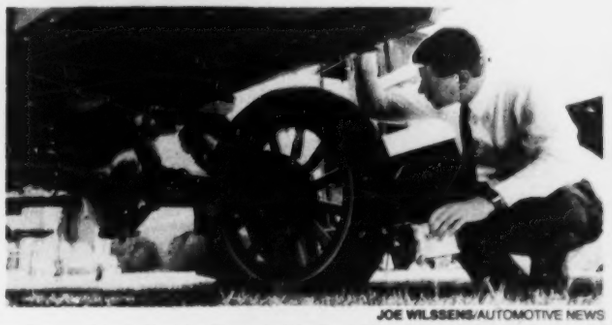

JOE WILSSENS/AUTOMOTIVE NEWS

Ford trucks on tour

Suspension design engineer Doral Jones looks at the 'worm-drive gear' on a 1919 Model T one-ton truck in Dearborn, Mich. The truck is part of a display commemorating Ford's 75th anniversary of truck making. The two-week tour featured vintage and new Ford trucks and visited 10 cities.

JULY 1992 TRUCK SALES BY GVW

	July 1992	July 1991	7 mos. 1992	7 mos. 1991
Class 1-3	119,956	111,453	804,667	689,261
Class 4	1,809	1,868	10,023	12,299
Class 6	657	576	3,434	3,250
Class 7	1,939	2,453	12,106	12,330
Class 8	1,270	916	7,789	5,028
FORD	**125,631**	**117,266**	**838,019**	**722,168**
Class 6	27	0	158	0
Class 7	95	0	745	0
Class 8	2,171	1,688	14,626	12,634
FREIGHTLINER	**2,293**	**1,688**	**15,529**	**12,634**
Class 1-3	106,044	100,554	665,312	636,225
Class 4	416	201	2,085	904
Class 5	6	7	49	62
Class 6	118	267	1,154	1,864
Class 7	434	563	3,240	3,775
CHEVROLET	**107,018**	**101,592**	**671,840**	**642,830**
Class 1-3	32,265	27,753	193,938	167,128
Class 4	205	120	1,018	627
Class 5	42	15	238	214
Class 6	150	363	6,598	2,255
Class 7	737	969	6,326	8,778
GMC	**33,399**	**29,220**	**208,118**	**179,002**
Class 7	31	30	119	174
Class 8	1,266	996	7,370	6,331
KENWORTH	**1,297**	**1,026**	**7,489**	**6,505**
Class 6	33	44	237	305
Class 7	72	58	502	408
Class 8	1,334	866	6,690	6,334
MACK	**1,439**	**968**	**7,429**	**7,047**
Class 6	3	21	296	191
Class 7	2	94	99	473
MERCEDES-BENZ	**5**	**115**	**395**	**664**
Class 4	0	1	0	15
Class 5	0	1	6	22
Class 6	836	967	4,110	4,583
Class 7	3,627	3,470	17,223	18,704
Class 8	2,299	1,689	13,026	13,636
NAVISTAR	**6,762**	**6,128**	**34,365**	**36,960**
Class 7	17	26	98	155
Class 8	934	950	6,018	5,425
PETERBILT	**951**	**976**	**6,116**	**5,580**
Class 7	58	132	491	555
Class 8	1,040	1,059	8,051	6,261
VOLVO/GM HEAVY	**1,098**	**1,191**	**8,542**	**6,816**
Class 1-3	0	10	10	160
Class 4	40	5	191	21
Class 5	55	14	305	232
Class 6	40	21	348	344
Class 7	35	28	408	380
HINO	**170**	**78**	**1,262**	**1,137**
Class 1-3	63	58	549	340
Class 5	76	40	464	418
Class 6	70	44	492	231
Class 7	28	35	184	211
NISSAN DIESEL	**237**	**177**	**1,689**	**1,200**
Class 1-3	271	377	3,081	3,786
Class 4	140	102	1,191	586
Class 5	38	27	546	530
Class 6	131	45	1,084	498
Class 7	13	18	124	133
ISUZU TRUCK	**593**	**569**	**6,026**	**5,533**
Class 1-3	141	140	1,097	972
Class 5	65	69	442	376
Class 6	42	35	361	207
Class 7	33	28	162	206
MITSUBISHI FUSO	**281**	**272**	**2,062**	**1,761**
Class 1-3	0	0	0	908
Class 4	0	0	0	297
Class 5	0	0	0	149
Class 6	0	0	0	96
IVECO TRUCKS*	**0**	**0**	**0**	**1,450**
WESTERN STAR Class 8	**36**	**48**	**363**	**374**
Class 1-3	161,517	153,480	1,040,252	935,001
Class 6,7,8	51	40	235	289
OTHER TRUCKS	**161,568**	**153,520**	**1,040,487**	**935,290**
CLASS 1-3	**420,257**	**393,825**	**2,708,906**	**2,433,781**
CLASS 4	**2,610**	**2,297**	**14,508**	**14,749**
CLASS 5	**282**	**173**	**2,050**	**2,003**
CLASS 6	**2,107**	**2,383**	**18,272**	**13,824**
CLASS 7	**7,121**	**7,904**	**41,827**	**46,282**
CLASS 8	**10,401**	**8,252**	**64,168**	**56,312**
TOTAL TRUCKS	**442,778**	**414,834**	**2,849,731**	**2,566,951**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

in brief
TRUCKS

Fruehauf sets up Asian venture

SOUTHFIELD, Mich. — Fruehauf Trailer Corp. has established a joint venture with Shunde Guang Lian Hong Communication Machinery Manufacturing Co. Ltd. in China to produce trailer axles for Pacific Rim markets.

The new company, Shunde Pro-Par Axle Co., will assemble Fruehauf's Pro-Par axles in the city of Shunde for use on the container chassis that Shunde Guang Lian Hong produces and markets to the Pacific Rim.

Arthur Rowe, Fruehauf president and chief executive officer, said a 70,000-square-foot assembly plant is being constructed and will start production early in 1993.

Within several years, the venture is expected to produce 40,000 trailer axles annually.

Volvo GM sees hardier trucks

GREENSBORO, N.C. — Volvo GM Heavy Truck Corp. expects improvements in truck design, maintenance and communication systems to reduce the downtime on a typical linehaul tractor-trailer combination to 25 hours a year by 2000 from the current 45-hour average.

Per Lindquist, vice president of product planning and communications for Volvo GM, also believes that heavy trucks will run nearly 1 million miles without a major engine overhaul.

Truckers plan safety parley

ALEXANDRIA, Va. — The Safety Management Council of the American Trucking Associations will hold its national meeting and exhibit program Sept. 27-29 in Atlantic City.

From 1980 to 1988, a total of 46,654 trucks over 10,000 pounds gross vehicle weight were involved in fatal accidents, according to a University of Michigan Transportation Research Institute study released in June.

In 1980, there were 5,056 such accidents compared to 5,467 in 1988. Some 72 percent of the 1988 fatalities involved tractors. The balance were straight trucks, the study found.

The 1988 accidents resulted in 6,431 fatalities, 787 of which were truck drivers.

Buick offers service rides

DALE JEWETT
Service Editor

Buick is inaugurating a courtesy program for buyers of 1993 models who bring their cars to the dealership for service.

Under the Buick Courtesy Transportation program, dealers will provide rides up to 10 miles from the dealership for customers who are having minor repairs.

If the repair requires the dealership to keep the car overnight, dealers will provide a free courtesy car, or alternative transportation such as a taxicab or bus ride costing up to $30 per day, until the repair is complete.

To be eligible, the vehicle must be purchased as a new 1993 retail model and be within the 3-year/36,000-mile warranty.

Buick is strongly encouraging its dealers to participate in the program, a company spokesman said, but enrollment is voluntary.

"Many dealers are already providing this service," the spokesman said. "This gets us behind that effort even more."

For the same-day ride service, Buick will reimburse dealers $5 for each customer.

For service loaner cars, Buick is encouraging dealers to provide a late-model car or work with a rental agency. Buick will reimburse dealers up to $30 a day for five days for the loaner.

The program is similar to programs now offered by Cadillac and Oldsmobile dealers. AN

EUROPEAN SALES BY MANUFACTURER

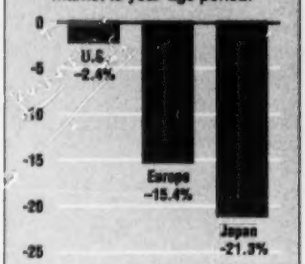
Manufacturer	7 mos. 1992	% share[1]	7 mos. 1991	% change
Volkswagen[2]	1,518,600	17.9	1,468,100	2.2
Fiat Auto[3]	1,039,200	12.2	1,143,700	– 9.1
General Motors[4]	1,017,200	12.0	1,042,500	– 2.4
Peugeot S.A.[5]	1,012,900	11.9	991,500	2.2
Ford[6]	970,000	11.4	1,044,500	– 7.1
(Jaguar	6,200	0.1	7,300	– 15.1)
Renault	901,400	10.6	864,700	4.2
Nissan	268,000	3.2	292,400	– 8.3
Mercedes-Benz	264,600	3.1	295,500	– 10.5
BMW	200,500	2.4	254,700	– 21.3
Toyota	196,500	2.3	232,600	– 15.5
Rover	173,100	2.0	207,700	– 16.7
Mazda	171,400	2.0	191,400	– 10.4
Others	169,800	2.0	104,300	62.8
Volvo	129,500	1.5	126,100	2.7
Honda	107,400	1.3	109,000	– 1.5
Mitsubishi	103,700	1.2	128,600	– 19.4
Suzuki	67,700	0.8	66,000	2.6
Lada	54,300	0.6	66,400	– 18.2
Subaru	34,000	0.4	34,800	– 2.3
Saab	32,400	0.4	31,900	1.6
Daihatsub	29,000	0.3	34,500	– 15.9
Skoda	27,700	0.3	30,500	– 9.2
TOTAL	8,488,900	100.0	8,779,400	– 3.3

1 Does not add to 100 because of rounding.
2 Includes Volkswagen, Audi and Seat brands.
3 Includes Fiat, Alfa Romeo and Lancia.
4 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
5 Includes Peugeot and Citroen.
6 Includes Jaguar.

Global tally

JULY 1992

Chart compares change in unit sales for car and light-truck market to year-ago period.



Units	1,138,530	1,129,800	578,359*

* Includes minicars and minitrucks, which are not sold in U.S. or Europe

DAVID L. BURHANS / AUTOMOTIVE NEWS

European car sales fall 15.4% in July

ANNE E. WRIGHT
Chief Statistician

European passenger car sales in July dropped for the third consecutive month.

According to *Automotive News* estimates, July sales in the 17-nation European market were 1.1 million, down 15.4 percent from the 1.3 million units sold in July 1991.

Nearly every manufacturer reported double-digit sales declines. Beyond Saab's 5.7 percent rise, the few other gains were scant.

At the top of the market, Volkswagen lost 14.2 percent.

At the bottom, Daihatsu slipped 45.8 percent.

Germany, Europe's biggest market, plummeted 36.9 percent from 1991 levels. July was Germany's largest year-to-year decline in a seven-month skid.

Sales in Spain rose 5.8 percent from a year earlier to 106,000; Italy rose 4.1 percent to 224,000; and France was up 0.4 percent to 224,100.

Britain, the fifth largest market in Europe, fell 8.3 percent in July; sales are off 4.3 percent for the year.

Europe-wide sales for the first seven months were 8.5 million, off 3.3 percent from a year earlier. AN

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	7 mos. 1992	% change vs. 1991
Germany	2,536,400	– 14.4
Italy	1,626,900	4.1
France	1,215,300	0.1
United Kingdom	801,800	– 4.3
Spain	646,000	16.5
Belgium-Lux.	358,000	5.0
Netherlands	328,800	– 7.3
Austria	218,400	7.9
Switzerland	200,300	– 0.8
Portugal	168,100	21.4
Sweden	101,900	– 8.5
Greece	96,600	– 1.5
Denmark	56,900	5.4
Ireland	50,300	– 3.1
Finland	45,100	– 26.3
Norway	36,100	12.8
TOTAL	8,488,900	– 3.3

dealers

BEGINNINGS

■ The **Herb Chambers** group, which already has two Honda stores in the Boston area, has opened a third in Seekonk, Mass.

■ **South Shore Mitsubishi** has opened in Hanover, Mass.

TRANSITIONS

■ The West Virginia Automobile & Truck Dealers Association has elected new officers. They are: **Bill Forbes** of Bill Forbes Chevrolet Inc. in New Martinsville, president; **Matt Miller** of Dutch Miller Chevrolet in Huntington, vice president; **Robert Urse** of Urse Dodge-Chrysler-Plymouth in Fairmont, secretary; **Bill Talbott** of Greenbrier Motors in Lewisburg, treasurer; and **Mike Matheny** of Matheny Motor Truck in Parkersburg, exclusive truck dealer.

■ **Huntington Ford** in Rochester Hills, Mich., has completed a $1 million, 5,000-square-foot expansion.

CITIZENSHIP

■ **Ray Hughes** of Ray Hughes Chevrolet Inc. in Enterprise, Ala., has been named one of the Future Business Leaders of America's 10 Businesspersons of the Year. The organization comprises high school students who plan to major in business. Since 1983, Hughes has awarded three college scholarships to local students.

■ The 35-member **New York-New Jersey-Connecticut Volvo Dealers Association** and Lifetime Learning Systems sponsored the Volvo "Ride Safely" mini-poster contest for third graders in more than 1,500 elementary schools in the three states. The winners' artwork will be featured in a 1993 Volvo calendar.

MILESTONES

■ **Autohaus of Clayton** (BMW) in Clayton, Mo., has celebrated its 25th anniversary.

■ **Herb Gordon** of Herb Gordon Auto World in Silver Spring, Md., has received an award commemorating his 20 years as a Mercedes-Benz dealer.

ADVERTISING

■ **Schumacher European Ltd.** (Mercedes-Benz) of Scottsdale, Ariz., has hired Drachett & Lavidge as its advertising agency.

ALSO OF INTEREST

■ Reynolds and Reynolds Co. has signed an agreement with Jaguar Cars Inc. to develop a Dealer Communications System for Jaguar dealers in the United States. These systems allow auto dealers and auto manufacturers and importers to exchange information quickly, Reynolds and Reynolds said.

— Compiled by Mary Beth Vander Schaaf

25 years with Buick

Robert J. Wirth, center, of Bob Wirth Motors Inc. (Buick) in Tillamook, Ore., receives a 25-year dealer award from Dean Wagaman, left, San Francisco district service representative, and Tim Martin, district sales representative.

Silver dealer

Harvey Duthler, right, of Harvey Cadillac Co. in Grand Rapids, Mich., receives a 25-year dealer award from Jerry Freydl, Cadillac Central zone sales and service manager.

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Marketing

Chrysler reads the minds of prospects

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. believes it has identified three distinct slices of the mid-sized car market and has an LH sedan for each one.

The long-awaited LH triplets — the Eagle Vision, Dodge Intrepid and Chrysler Concorde — have been the subject of many consumer clinics and are probably the most carefully researched vehicles in Chrysler's history.

Though the three cars are quite similar from sheet metal to cab-forward design to suspension, Chrysler plans to market them with three unique personalities:

Vision is viewed as the sporty, sophisticated answer for import intenders, while Concorde is expected to find its niche among older, upscale buyers. Intrepid, designed to have the broadest appeal of the three, will target "traditional" families, whose transportation needs range from mom's taxi to dad's performance roadster.

From a demographic standpoint, prospects for all three LH models are similar.

They are married, 35 to 50 years old with an annual household income of $35,000 to $75,000, and many own an import or are import-oriented.

Research went beyond demographics into psychographics, the study of lifestyles and attitudes.

"We had to find out what people wanted; we knew we were moving into a new market," said Dave Bostwick, director of business planning and research at Chrysler.

"We needed to break into the baby boom market, and concentrate on people who will buy these cars over the next 10 years."

Chrysler tapped those differences by conducting qualitative and quantitative consumer clinics last fall in Chicago and Anaheim, Calif.

The clinics focused on such attributes as price, equipment, styling, handling and how the consumer perceives Chrysler and its various brands vs. the competition.

Bostwick said the company conducted "driving situation" tests in which consumers were paid $50 to $100 to drive and evaluate LH cars and competitive cars such as the Audi 80, Mazda 929, Nissan Maxima, Chevrolet Lumina and Ford Taurus.

Bostwick said Chrysler used consumer feedback to determine that LH's tighter suspension was appropriate and to locate the child safety seat in the center of the rear seat.

"People want a high level of quality and safety," he said.

"The best cars used to be a cushy, floating ride. Now, buyers want something much tighter. They're not looking at how fast it goes from 0 to 60 mph; they are looking at how the car drives. Baby boomers now define the market."

During one clinic last December, Chrysler exposed a group of consumers to the three LH cars and to several competitive cars, among which were the Honda Accord, Ford Taurus, Toyota Camry and Pontiac Bonneville.

"We wanted to quantitatively see what they perceived the image to be, their estimation of the cost, and whether they would consider buying it," said Wally Anderson, Dodge marketing plans manager.

"We had a separate group when we qualitatively explored the position we planned to use in advertising and marketing."

Additionally, each division conducted separate research that yielded a generic composite buyer-couple for each division.

Eagle was the only brand that sent researchers into the homes of consumers, said Larry Baker, Jeep-Eagle general manager.

The research was conducted by Campbell-Mithun-Esty, the advertising agency for Jeep-Eagle, which had conducted similar research for Jeep several years ago.

While neither Baker nor the ad agency would disclose details of the study, Baker said researchers went into about 100 homes of consumers who liked the LH cars in general and the Vision in particular.

The purpose was to find out what is important to potential Eagle buyers by observing how they live, work and play.

"We noticed the pictures on the walls, the books on the shelves, the TV programs they watched and what they did in their spare time," Baker said. "We looked for a common thread."

As it turned out, there were several, he said.

Vision prospects are the yuppies of the LH prospects. They are more likely than other LH prospects to own an import. They live for their work. They are health conscious, eat out twice a week and shun prime time network TV in favor of cable TV, books and magazines.

"They don't stand out from the crowd; they stand away from the crowd," Baker said. "They don't worry about keeping up with the Joneses; they think of themselves as the Joneses.

"They see themselves as unique; we see them as unique. We think we know these people."

To get a handle on their potential customer bases, Dodge and Chrysler turned to Prizm, a data-based system that enabled them to study the lifestyles and purchase patterns of prospects.

The two divisions also used geo-demographics — the linking of people within certain geographic areas — on the premise that people of similar age, income and buying attitudes gravitate to the same areas.

Dodge marketers believe the Intrepid will find its audience among families who proudly consider themselves part of the mainstream.

Intrepid prospects see work as a means to an end — to support the family.

Family activities such as soccer practice and Little League baseball dominate their lives.

They eat out twice a month and watch prime time TV almost every night.

"They have strong traditional moral values," said Anderson, Dodge marketing plans manager.

Chrysler Concorde prospects are the oldsters of the group. Many are upscale "empty-nesters" who have outgrown the minivan, but still need more car to accommodate elderly parents.

They watch prime time TV regularly, are avid gardeners and prefer taking car trips when visiting their college-aged children.

"The cars clearly change the image of the brand and the company," said Steve Torok, Chrysler-Plymouth general manager.

"We are redefining what luxury means to our buyers. The new definition is detail to fit and finish and being more in touch with your environment.

"We're selling a new Chrysler, a new approach. This is not business as usual."

JIM FRENAK

LH will stretch upscale in 1994 with the New Yorker line. A chrome-accented New Yorker will likely be aimed at traditional buyers. The LHS luxury sport sedan is expected to resemble the concept car.

LH CUSTOMER PROFILES

Eagle Vision
- Yuppies
- Health conscious
- Live for their work
- Eat out twice a week
- Favor cable TV, books, & magazines

Chrysler Concorde
- Older, upscale
- Empty-nesters
- College-age children
- Avid gardners
- Favor prime time TV

Dodge Intrepid
- Traditional families
- Main stream lifestyle
- Family activities
- Eat out twice per month
- Watch prime time TV everynight

ADVERTISING EXPENDITURES

Make	Period	Expenditure
Chrysler LH models		
1993 launch	Sept. - Dec. 1992	$70,000,000
Toyota Camry		
1992 redesign	1992 model year	120,000,000
Nissan Altima		
1993 launch	1993 model year	120,000,000
Ford Taurus/Sable		
1985 launch	1985 model year	100,000,000
Honda Accord		
	1991 calendar year	50,200,000

Source: Advertising Age and LNA/Arbitron

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PRICES

Big 3 increases average 2 percent

continued from PAGE 1

age increase of $441, or 2.8 percent, last spring. The Big 3 did not hike prices at that time, thus the Japanese are one price increase ahead of the Americans.

Late last week, Mazda Motor of America Inc. was the only major Japanese importer that had priced its full line of 1993 cars. Mazda vehicles went up an average of $422, or 2.9 percent.

The current Big 3 numbers may change a bit before the official introduction dates, but the pattern is firm. Chrysler and Ford have labeled their prices "preliminary" or "pre-introductory." Last year, Chrysler and Ford reduced their early prices before introduction day.

Only Chrysler shows a bigger increase than last year. Its preliminary hike is $403, compared with a meager $138 a year ago. The new LH sedans are not included in the analysis since they had no 1992 counterparts.

Ford's increases, with allowances for year-to-year equipment changes, are $506 for 1993 and $590 a year ago; GM's are $313 and $570.

All figures in this article are sales-weighted, both for the individual companies and for the Big 3 as a group. Sales-weighting means that the increase on each car line is balanced against that line's share of the company's total sales. In sales-weighting the Big 3, each maker's share of total Big 3 new-car sales is part of the procedure.

The GM announcement on Aug. 13 probably sent the Ford and Chrysler price gnomes back to their abacuses. GM sprung a surprise by posting a hike of 1.60 percent; it was lower than had been anticipated. Earlier, Ford had said 2.90 percent, and Chrysler had said 2.60 percent.

GM's 1.60 percent does not include Saturn. Factoring Saturn into the equation makes the GM boost 1.66 percent.

GM no longer holds the commanding position it once enjoyed in pricing and other automotive matters, but its rivals — both domestic and import — are still wary of twisting the General's tail. Ford and Chrysler have a month to study their stickers before their official 1993 intro dates.

The Big 3 figures in the *Automotive News* analysis show the effect of equipment shifts on a company's pricing activities.

Chrysler's adjusted and unadjusted numbers are about the same, but Ford has a boost of $673 before adjusting for 1993 equipment tinkering and $506 after making the allowance. GM's increases are $477 before and $313 after.

A year ago, the comparisons for the three makers were: Chrysler, up $138 adjusted and $507 unadjusted; Ford, $590 and $903; GM, $570 and $1,032. The Big 3 added more items to the standard equipment last year than they will for 1993.

The 1993 Chevrolet Lumina two-door sedan is a good example of the equipment-switch game. That model went up $1,490 (11.29 percent), while other Luminas didn't go up a dime. But a V-6 engine and air conditioning are standard equipment on the 1993 two-door. As options for 1992 (total price $1,-490), each had an installation rate of more than 95 percent.

For most Lumina buyers, the two-door hasn't gone up at all. But for those who can get along very nicely without air or V-6 power, the price is up a heap. Maybe enough to keep the buyer out of the market entirely, or at least to propel him to the showroom of another make.

Smyrna adds V-6 engine to output of cars, trucks

LINDSAY CHAPPELL
Staff Reporter

SMYRNA, Tenn. — Nissan Motor Manufacturing Corp. U.S.A. begins commercial production this week of the first V-6 to be built by a Japanese manufacturer in the United States.

Nissan can build as many as 135,000 of the engines a year. They will be used in the Mercury Villager/Nissan Quest minivan assembled by Ford Motor Co. in Avon Lake, Ohio. Nissan will supply up to 50,000 for the Quest; the rest will go to Ford for the Villager.

Production of the Quest/Villager began in April. Nissan has been supplying the V-6 engine from a plant in Japan.

The V-6 is one of two important new products for the Smyrna plant. This week, Nissan dealers will receive their first shipments of the new Altima sedan. It goes on sale Sept. 1.

The addition of Altima production this summer makes Smyrna the nation's largest auto factory under one roof. Smyrna now has an annual capacity of 450,000 units. Ford's Explorer/Ranger plant in Louisville, Ky., built about 420,000 in the 1992 model year.

The $475 million expansion that was completed this summer gives Nissan a plant that can build up to 125,000 Sentras a year, 125,000 compact pickups, 200,000 Altimas, 125,000 four-cylinder engines and 135,000 V-6s. It also builds steel panels for all vehicles made at Smyrna, Avon Lake and Nissan's plant in Cuernavaca, Mexico.

Nissan last week completed hiring for 2,000 new jobs at the plant, which now employs 5,600.

Two shifts of employees are currently working side-by-side on the Altima, so workers can learn from each other and catch mistakes. Those shifts will be separated into day and night crews by the first week of September.

The plant is building about 260 Altimas a day and plans to reach 800 a day during 1993.

The Smyrna plant is also adopting new technology in its body assembly and paint operations.

In body work, Nissan has introduced a robot-controlled "intelligent body assembly system," an automated welding line that can correct alignment errors and adjust to eight different models in simultaneous production.

Nissan uses the technology at some plants in Japan, but this is the first application in North America.

In paint work, the 11-year-old Smyrna plant has devised a system for applying water-based topcoat paints electrostatically — paint technologies that are usually considered virtual opposites. Since water-borne paint conducts electricity, manufacturers have avoided applying it with electrostatic tooling, both as a safety measure and to avoid short-outs.

Jerry Benefield, president and chief executive officer of Nissan Motor Manufacturing, said the Altima launch "is going better than any launch we've everhad."

ALTIMA

Dealers hail intro price

continued from PAGE 1

car low enough to get us into the market. I think this is really going to help," said C. Harrell Schaeffer, president of Bluff City Nissan in Memphis, Tenn. "Price is everything, no matter what anybody says."

The cheapest 1992 Camry sedan, a four-cylinder, goes for $14,798. That Camry model and the $12,999 Altima XE have manual transmissions.

Nissan is counting on the Altima to make Nissan a significant player in the heart of the market. The Altima, which is smaller and narrower than the Accord and Camry, replaces the Stanza, whose 1991 sales totaled 73,475.

But Nissan executives and dealers admit they won't sell many base Altima models, even though they have a driver-side airbag, tachometer and tilt steering wheel. Most buyers in that segment want air conditioning, an AM/FM stereo cassette and cruise control.

Earl Hesterberg, general manager of Nissan Division, said the bulk of Altima's production and sales will be the mid-trim GXE model, which starts at $14,024. With an option package that includes a cassette stereo, air conditioning, cruise control and power windows and door locks, the price is $15,024. Adding automatic transmission makes it $15,849.

A similarly equipped 1992 Honda Accord LX sedan with automatic transmission is $16,850. Honda's 1993 prices are due next month. A similarly equipped 1992 Camry LE is $17,498.

The most expensive Altima, the GLE, carries an $18,349 sticker. That compares with $19,428 for the top-of-the-line, four-cylinder 1992 Camry XLE and $19,270 for the high-trim 1992 Accord EX with automatic transmission.

"With this pricing for Altima, we know that whatever (Honda and Toyota) do, we'll be fine," Hesterberg said after making the announcement to dealers in Nashville, Tenn., last week.

> "We wanted to jolt people. We want to position this car as an uncommon value. The dealers are pumped."
>
> **EARL HESTERBERG**
> NISSAN GENERAL MANAGER

"We wanted to jolt people. We want to position this car as an uncommon value. The dealers are pumped," Hesterberg said.

And pumped they were.

"The Camry has been hurting us pretty bad," said Kenneth Griffin, a Nissan dealer in Sterling, N.C. "This is going to help us a lot."

Nissan has taken some knocks for not offering a six-cylinder engine (the Honda Accord doesn't have one either) and for the Altima's size relative to the new Camry. The Altima has a 2.4-liter, four-cylinder engine, and it is three inches narrower and seven inches shorter than the Camry.

Clearly, Nissan hopes to make up for Altima shortfalls with price.

"I just built a brand-new Nissan store, and I was thinking, 'A four-cylinder? I hope we don't fall on our face.' But with this pricing, I think we'll be fine," said Mark Lacher, general manager of Koeppel Nissan in Jackson Heights, N.Y. "This is the '90s, not the '80s. I think the times are right for a four-cylinder, for value."

Other dealers appreciated the pricing ploy, even if it proves to be temporary.

"Even if it's only a marketing move to help establish our position in the marketplace, they're doing the right thing," said Jerry Heuer, general manager of Torrance Nissan in Torrance, Calif. "I'm impressed."

Hesterberg said he's determined to stick with this price as long as possible.

Hesterberg said the Altima launch strategy is modeled after the 1988 introduction of the Maxima, which he called "our most successful launch ever." The strategy includes staying away from incentives as long as possible and holding the price.

Five vehicles fare poorly in government crashes

MAX GATES
Staff Reporter

WASHINGTON — Five of nine 1992 vehicles in the government's latest 35-mph crashes showed possible serious head injury to the driver or front-seat passenger.

The Hyundai Elantra sedan had head-injury scores of 1,345 for the driver and 1,240 for the front passenger. Scores of 1,000 or above indicate that serious head injury is possible, says the National Highway Traffic Safety Administration.

The Elantra also recorded a driver-chest injury score of 70. A score of 60 or above indicates that chest injury is possible.

The Oldsmobile Achieva had a driver head-injury score of 2,021. Also scoring over 1,000 were the Isuzu Trooper, Nissan Pathfinder and Ford Ranger.

Two vehicles scored at levels where serious head, chest or leg injuries are considered unlikely. They were the Mazda B2200 pickup and the Hyundai Excel sedan. The Ford Festiva also fell into that range, but its results were incomplete because of missing head-injury data.

None of the nine vehicles crashed in the latest phase of the New Car Assessment Program had an airbag. In the program, NHTSA will crash 35 vehicles from the 1992 model year.

The consumer information program is designed to detect differences in frontal-crash protection.

HEAD-INJURY SCORES
(Over 1,000 indicates possible serious injury)

	Driver	Passenger
Ford Festiva	NA	477*
Hyundai Excel	520	544
Plymouth Colt Vista	920	362*
Hyundai Elantra	1,345	1,240
Oldsmobile Achieva	2,021	343
Nissan Pathfinder	1,211	817*
Isuzu Trooper	1,219	1,258
Mazda pickup	535	424
Ford Ranger	1,009	415*

*Indicates head did not strike interior surface
Source: NHTSA

The Hyundai Elantra sedan registered head-injury scores of 1,345 for the driver and 1,240 for the front passenger.

Vehicles are crashed head-on into a barrier at 35 mph. The crash produces 36 percent more energy and injury potential than the 30-mph frontal crash tests that all new cars are required to pass under federal safety standards.

NHTSA says comparisons should be made only among vehicles within a weight range of 500 pounds.

Infiniti hikes freight charge

CARSON, Calif. — Infiniti Division of Nissan Motor Corp. in U.S.A. has increased the destination charge 12.5 percent, effective Sept. 1. The freight charge will be $450, up from the current charge of $400.

Infiniti also hiked the price of its G20 four-door sedan $400 for the 1993 model year. The G20 will be $19,500, up from $19,100. Automatic transmission is $900 extra, the same as in 1992.

Lexus ads cite upgrades

TORRANCE, Calif. — Lexus will use the fall introduction of a restyled LS400 to hammer home its dedication to continuous improvement, according to *Advertising Age*, a sister publication to *Automotive News*.

The campaign scheduled to break in October will show how the company listened to its owners in updating the model, said J. Davis Illingworth, Lexus general manager.

"We'll show customer letters where a customer asked for something, and here it is," he said. Team One of El Segundo, Calif., handles Lexus advertising.

Among the improvements to the $40,000-plus sedan are the addition of a passenger-side airbag, a new pocket-size portable car phone that operates on voice command, and a new air conditioning refrigerant.

— *Crain News Service*

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

ACURA (1992 models; expires Nov. 3)

Legend sedan	$2,500
Legend coupe	$1,000

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CADILLAC (1992 models, expires Sept. 23)

Eldorado, Seville (except STS)	$0-1,500, based on number sold

CHEVROLET (1992 models, expires Sept. 23)

Corvette ZR-1	$2,000
Other Corvette	$1,000
G van conversion	$1,000

CHRYSLER (1991-92 models; expires Aug. 31)

Imperial, all New Yorker	$1,000-2,000, quota

FORD (1992 models; expires Sept. 23)

Taurus SHO (demos)	$2,000
Econoline van conversion	$750

GMC (1992 models; expires Sept. 23)

G van conversion	$750-1,000, quota

HONDA (1992 models; expires Sept. 30)

Accord	$500
Civic	$400

ISUZU (expires Sept. 30)

Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400

*Dealer can choose flat payment or one based on number sold.

Dealer has the option to sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1992 models; expires Sept. 30)

Expo/Eclipse (combined)	0-$1,200, based on number sold
Galant or pickup (dealer's choice)	0-$1,200, based on number sold

NISSAN (1992 models; expires Sept. 30)

Maxima SE	$250
Sentra 2-dr.	$800
Other Sentra	$950
Maxima GXE	$1,000
240SX (except conv.)	$1,000
Stanza	$2,000
Pickup	$1,750

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (1992 models, expires Nov. 3)

Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800

SUZUKI (expires Oct. 2)

Swift (1993)	$300-500
Swift (1992)	$500-1,000
Sidekick (1993)	$300-600
Sidekick (1992)	$700-1,000

TOYOTA (expires Sept. 2)

Corolla (1992 only)	$800-$1,000, quota
Celica	$600-800, quota
Tercel	$200-$400, quota
Pickup base	$800-1,000, quota
Other pickup	$300-500, quota

Toyota tries another lean-burn

RICHARD JOHNSON
Staff Reporter

TOKYO — Toyota Motor Co., which struck out with a lean-burn engine in the Japanese market several years ago, is back with a new, improved unit first used in Europe and mated to an automatic transmission for the first time anywhere.

The four-door Carina sedan, spun off from the new, mid-sized Corona launched last winter, has a 1.6-liter, twin-cam, four-valve, four-cylinder engine that uses the first mass-produced combustion pressure sensor, Toyota said.

The sensor directly monitors combustion from the pressure inside the cylinder and adjusts the fuel intake. The result, according to Toyota, is stable combustion at a lean air-to-fuel ratio and lower emissions of oxides of nitrogen.

Toyota's previous lean-burn engines met Japanese emission standards only when offered on small cars with manual gearboxes. But the company says the Carina's 4A-FE engine is capable of high performance and response and meets emission standards even when coupled with an automatic.

The new lean-burn unit was introduced in Europe in May with the launch of the Carina E. In Japan, Toyota expects to sell about 8,500 Carinas monthly, but only about 1,200 figure to be equipped with the lean-burn powerplant.

In 1984, Toyota offered its first-generation 4A-ELU lean air-fuel ratio engine in Japan. However, only about 1,000 units sold in four years and the company pulled the engine from the market. Toyota blamed the lackluster response from customers on poor performance. A second-generation lean-burn introduced in 1987 has been sold in Europe only.

"We wanted to market a lean-burn engine that people want to buy," said spokesman Hiroshi Hashimoto. The driveability of this engine is comparable to conventional gasoline engines.

The Carina lean-burn offerings are capable of 105 horsepower at 6,000 rpm. Fuel consumption of 40 to 42 miles per gallon is 9 to 10 percent better than the previous 1.6-liter Carina.

The engine operates with an air-fuel ratio of 22:1 to 24:1, near the practical combustion limit of 25:1. Toyota says electronic fuel injection and a newly designed helical port with swirl-control valve provides superior fuel atomization, thus lowering oxides of nitrogen emissions in a wide range of driving conditions.

Cars with the 1.6-liter lean-burn engine are priced at $10,800 to $12,300.

There are no plans to offer the engine in the United States, though company officials say they don't rule it out for the future.

Last year, Honda Motor Co. and Mitsubishi Motors Corp. unveiled new lean-burn engines on subcompact-class cars. Honda's 1.5-liter Civic VTEC-E engine is offered in the United States, though not in California.

NHTSA sparks recall of 1988-89 Grand Prix

MAX GATES
Staff Reporter

WASHINGTON — General Motors will recall nearly 113,000 1988-89 Pontiac Grand Prix cars, following an investigation by the National Highway Traffic Safety Administration.

The company will install an improved stoplamp switch. The faulty switches prevent brake lamps from lighting or staying lit when brakes are applied.

In vehicles with cruise control, the switch could activate cruise control when the brake pedal is released, NHTSA said.

In other actions reported last week, the agency has opened investigations of:

- Inadvertent door opening in 1988 Mazda 626 and 929 models.
- Eight complaints of fuel line fires in 1990-92 General Motors APV minivans. Nearly 280,000 vehicles would be affected.
- Window shattering in 1991-92 Chrysler Caravan and Voyager minivans.

The federal safety agency upgraded its investigations to engineering analyses of:

- All BMW passenger cars from the 1984-92 model years. The agency has received 71 complaints of heater core failures that can spray occupants with hot coolant. Four injuries have been reported. Nearly 520,000 vehicles are involved.
- Isuzu Troopers and pickups from the 1984-91 model years, which have been the subject of 23 complaints of heater core failures. A total of 450,000 vehicles would be affected.
- GM full-sized Chevrolet and GMC pickup trucks with four-wheel drive and the 4wd Astro Safari. The agency has 16 complaints of brake disc separation from the hub. The problem, which affects 1988-92 model year vehicles, is already the subject of a recall in Canada.
- Sticking throttles in 1.4 million GM vehicles from the 1987-91 model years. The agency has received 121 complaints, including reports of 31 accidents, 13 injuries and one fatality. Included are 2.8-liter engines and GM vehicles with bodies designated A (Oldsmobile Cutlass Ciera and Custom Cruiser Wagon, Buick Century and Century wagon), J (Chevrolet Cavalier, Pontiac Sunbird), L (Chevrolet Corsica, Beretta) and W (Chevrolet Lumina, Oldsmobile Cutlass Supreme, Buick Regal, Pontiac Grand Prix).

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP. (Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)

Chrysler Imperial, New Yorker, Fifth Avenue	$1,500
LeBaron Coupe, (1991-93), Sedan ('91)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan ('92)	$1,000
New Yorker Salon ('93)	$750
Dodge Daytona ('91), Spirit ('91)	$1,500
Dynasty, Daytona ('92-93), Spirit ('92)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr. (excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, '91-93)	$1,500
Ram wagon, van/ conversion ('91-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4 door	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd), Acclaim ('91)	$1,500
Acclaim (92), Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase Calif. and) Hawaii only)	$500

FORD MOTOR CO.

1993 models

Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.

Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400

1992 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,000
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products	$1,000

1991 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe (regional)	$1,500-2,000
Thunderbird	$1,500
Mustang (regional)	$1,000-1,500
Taurus SHO (regional)	$600-1,000
Other Taurus (regional)	$400-1,000
Tempo	$400
Ford Econoline E-150 RV pkg.	$1,300
Bronco	$1,000
Aerostar (regional)	$400-1,000
Ranger, F series, Econoline, Club Wagon	$400
Mercury Capri	$2,000
Cougar	$1,500
Tracer LTS (regional)	$400-1,500
Other Tracer, Sable (regional)	$400-1,000
Topaz	$400

GENERAL MOTORS

1992 models

Expire Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000

Rebates based on option package ordered.

Cadillac DeVille, Brougham, Fleetwood	$2,000
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Geo Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
Chevrolet C/K pickups	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup	
Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Sihouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500

Some rebates may vary by region.

Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird Trans Sport	$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

HYUNDAI (expires Oct.2)

Sonata ('91)	$2,000
Excel ('91)	$1,200
Scoupe SE ('91)	$1,000
Other Scoupe ('91)	$1,500
Sonata ('92)	$1,500-$2,000
Elantra ('92)	$750-1,000
Excel ('92)	$500-750
Scoupe ('92)	$500-750

MAZDA (1992 models, expire Sept. 8)

Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000

Navajo and pickup rebates vary by model and region.

incentive WATCH

Acura, Ford, Volkswagen offer deals

Acura is paying factory-to-dealer incentives of $2,500 on the 1992 Legend sedan and $1,000 on the 1992 Legend coupe. The program runs through Nov. 3.

Through Sept. 5, **Volkswagen of America** is paying dealer incentives on select 1992 cars: Jetta, $500; Passat, $750; Corrado G-60, $1,200; and Cabriolet, $1,500.

Ford Motor Co. is offering a $1,000 incentive to businesses that buy Econoline 150 vans through Sept. 23.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	8/24	*
Ford Mustang		
GENERAL MOTORS		
Willmington, Del.	8/24	*
Chevrolet Corsica		
Chevrolet Beretta		
Willow Run, Mich.	8/24, 8/31, 9/7	2,000
Buick Roadmaster Estate wagon		
Chevrolet Caprice sedan & wagon		
Olds. Custom Cruiser wagon		
TOYOTA		
Cambridge, Ontario	8/24	* **
Toyota Corolla		
Total U.S. car		2,000
Total units lost week of 8/24		2,000

*Plant closed until September for model changeover
**Vacation
Source: Automotive News Data Center

BMW drops CFC from all '93 models

JACK KEEBLER
Staff Reporter

BMW of North America Inc. announced last week that its entire 1993 car line will use chlorofluorocarbon-free air conditioning systems.

"We have followed an aggressive schedule in replacing CFC-12 with the HFC-134a refrigerant," said Karl Gerlinger, president of BMW's U.S. subsidiary.

"BMW has been a leader in addressing the side effects of CFC applications. In 1991, BMW enforced a recycling policy for all CFC-12 refrigerant fluids. In March 1992, BMW began to install CFC-free air conditioning systems in selected models such as the 735i."

BMW reports that it has supplied each of its dealers with 30 pounds of the new refrigerant to avoid shortages that would inconvenience customers. Refrigerant suppliers have not yet reached full production capacity of HFC-134a.

The importer said that as of September production, it will discontinue use of CFCs, including those used in manufacturing instrument panels and seats.

Scientists believe chemicals like CFC-12 destroy stratospheric ozone, which protects the earth from excessive exposure to ultraviolet light. Researchers have linked such exposure to crop damage and skin cancer.

Jensen files for bankruptcy

LONDON — Jensen Car Co., the British high-performance sports car builder that made cars for Clark Gable and other Hollywood stars, has filed for bankruptcy.

Creditors are owed £638,000 ($1.23 million). The Grant Thornton accounting firm has been named receiver and hopes to sell the West Bromwich company as a going concern.

Jensen, which made its first car in 1926, is known for its S4 EFI sports car. During its heyday, Jensen earned a niche as a builder of fashionable handcrafted muscle cars after Gable commissioned a sports tourer based on a Ford V-8 chassis.

— Ed Wendt

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/17-8/22/92	Actual 8/10-8/15/92	8/1 8/22/92	Year 1/1-8/22/92	Year 1/1-8/24/91
Concorde (Can.)	10	0	10	24	0
LeBaron A	600	545	1,194	1,194	0
LeBaron J	450	501	1,319	35,062	18,697
New Yorker	50	309	874	9,997	4,773
Fifth Avenue	1,200	1,369	3,838	26,408	20,697
Imperial	100	186	508	3,441	4,713
Town & Country (trk.)	550	627	1,667	10,708	2,407
Total Chrysler Div.	**2,960**	**3,537**	**9,410**	**86,834**	**51,287**
Sundance	1,850	1,889	5,569	40,271	35,326
Acclaim	1,300	1,539	4,474	47,659	51,180
Voyager (trk.)	2,500	2,485	7,377	63,917	60,271
Voyager (Can. trk.)	3,186	3,035	9,371	83,623	69,604
Total Plymouth	**8,036**	**8,948**	**26,791**	**235,470**	**216,381**
Intrepid (Can.)	1,095	959	2,652	3,637	0
Daytona	350	337	1,149	9,063	4,967
Shadow	2,050	2,041	6,079	61,775	40,181
Dynasty	2,250	2,248	6,464	55,905	69,050
Spirit	1,900	1,464	4,691	46,738	44,401
Viper	15	15	30	113	0
Monaco (Can.)	0	0	0	0	6,076
Caravan (trk.)	2,950	2,851	8,592	83,072	70,852
Caravan (Can. trk.)	3,384	3,260	10,049	107,174	90,534
Caravan C/V (trk.)	50	23	85	1,966	2,267
Caravan C/V (Can. trk.)	30	0	30	4,425	12,100
Dakota (trk.)	3,450	3,492	10,276	90,162	50,895
Ram pickup (trk.)	1,100	1,159	3,345	36,379	50,225
Ram wagon (Can. trk.)	350	381	1,109	14,492	12,972
Ram van (Can. trk.)	1,610	1,588	4,820	44,293	24,304
Total Dodge	**20,584**	**19,818**	**58,371**	**559,194**	**478,824**
Vision (Can.)	540	424	1,306	2,235	0
Premier (Can.)	0	0	0	0	7,681
Cherokee (trk.)	2,900	2,839	8,709	86,378	85,283
Comanche (trk.)	0	0	0	915	3,292
Grand Cherokee (trk.)*	4,200	3,603	10,533	50,800	1,560
Briarwood (trk.)	0	0	0	325	1,882
Wrangler (trk.)	1,500	1,207	3,678	4,510	0
Wrangler (Can trk.)	0	0	0	29,026	38,572
Total Jeep-Eagle	**9,140**	**8,073**	**24,225**	**174,189**	**138,270**
Total U.S. car	**12,115**	**12,443**	**36,189**	**337,826**	**293,985**
Total Can. car	**1,645**	**1,383**	**3,968**	**5,896**	**13,757**
Total U.S. truck	**19,200**	**18,286**	**54,262**	**429,132**	**328,934**
Total Can. truck	**8,560**	**8,264**	**25,379**	**283,033**	**248,086**
CHRYSLER CORP.	**41,520**	**40,376**	**119,798**	**1,055,687**	**884,762**
Escort	5,767	5,792	11,559	115,032	134,973
Mustang	2,805	2,729	7,948	64,004	60,254
Tempo	3,472	3,214	9,673	89,652	73,900
Tempo (Can.)	3,051	3,359	9,082	80,835	68,611
Taurus	8,736	8,023	23,668	253,155	203,956
Thunderbird	1,614	0	1,614	53,997	50,233
Crown Victoria (Can.)	2,025	1,739	6,113	70,369	60,132
Aerostar (trk.)	3,463	3,439	10,973	118,212	107,420
Bronco (trk.)	701	686	2,082	16,173	10,054
Explorer (trk.)	4,983	5,687	16,305	195,699	173,187
Mazda Navajo (trk.)	0	0	0	2,982	6,764
Econoline (trk.)	4,143	4,456	13,018	126,829	92,199
Heavy (trk.)	1,044	1,033	3,055	29,365	21,693
Light truck (trk.)	8,318	8,574	23,118	280,748	191,406
Light truck (Can. trk.)	2,631	3,040	7,932	84,260	64,900
Ranger (trk.)	0	1,259	2,749	158,169	170,225
Total Ford Division	**52,753**	**53,030**	**148,889**	**1,739,481**	**1,483,907**
Topaz	928	905	2,846	38,226	31,694
Topaz (Can.)	1,367	1,441	3,976	32,550	22,470
Cougar	723	0	723	34,958	40,738
Sable	2,354	2,764	7,672	83,153	67,028
Grand Marquis (Can.)	2,775	2,397	7,428	68,215	63,070
Mercury Villager (trk.)	629	545	1,634	5,090	0
Nissan Quest (trk.)	379	305	956	3,019	0
Total Mercury	**9,155**	**8,357**	**25,235**	**265,211**	**225,000**
Continental	841	849	2,528	24,881	36,234
Mark VII	0	0	0	2,375	6,342
Town Car	2,531	2,541	7,598	74,598	85,233
Total Lincoln	**3,372**	**3,390**	**10,126**	**101,854**	**127,809**
Total L-M Division	**12,527**	**11,747**	**35,361**	**367,065**	**352,809**
Total U.S. car	**29,771**	**26,817**	**75,829**	**634,831**	**790,565**
Total Can. car	**9,218**	**8,936**	**26,599**	**251,980**	**214,283**
Total U.S. truck	**23,660**	**25,984**	**73,890**	**936,286**	**772,948**
Total Can. truck	**2,631**	**3,040**	**7,932**	**84,260**	**64,900**
FORD MOTOR CO.	**65,280**	**64,777**	**184,258**	**2,106,546**	**1,842,716**
Skylark	1,535	1,006	2,792	37,205	27,765
Century	1,979	1,813	5,226	54,129	57,410
Regal (Can.)	1,500	0	1,500	61,276	77,148
Riviera	254	133	418	7,664	13,989
Park Avenue	890	641	2,245	37,015	71,901
LeSabre	3,614	3,248	9,954	103,722	40,222
Roadmaster sedan	972	1,169	3,140	28,465	17,434
Roadmaster wagon	0	0	0	6,657	17,289
Reatta	0	0	0	0	1,206
Total Buick	**10,744**	**8,818**	**25,275**	**336,133**	**324,364**
Eldorado	317	158	514	21,789	6,981
Seville	641	327	1,056	32,174	15,488
Brougham	273	200	610	2,780	12,444
DeVille	4,065	2,275	8,247	72,260	99,000
Allante	64	64	193	1,292	2,009
Total Cadillac	**5,360**	**3,024**	**10,622**	**130,295**	**135,922**
Cavalier	4,025	2,012	6,343	134,007	163,425
Camaro	1,577	1,694	5,239	46,045	33,397
Corsica-Beretta	2,297	3,539	9,832	125,972	160,978
Lumina (Can.)	3,500	0	3,500	142,606	144,831
Caprice	656	19	711	71,464	86,881
Corvette	480	240	1,011	13,567	13,350
Astro (trk.)	3,129	2,180	8,550	93,877	57,824
Blazer (trk.)	584	470	1,685	15,281	5,534
Lumina APV (trk.)	879	395	1,332	28,631	24,864
Mediums (trk.)	303	283	749	4,750	863
P-model (trk.)	614	408	1,896	15,923	13,256
Pickup (trk.)	6,596	5,130	19,296	174,137	182,017
Pickup (Can. trk.)	3,200	3,171	9,416	115,900	80,300
S10 (trk.)	5,344	3,748	11,525	118,180	165,257
S10 Blazer (trk.)	2,177	2,212	6,639	80,876	22,938
Sportsvan (trk.)	31	14	45	11,450	25,913
Sportsvan (Can. trk.)	1,150	1,145	2,610	46,599	33,187
Suburban (trk.)	1,575	971	3,871	33,790	20,155
Total Chevrolet	**38,117**	**27,631**	**94,050**	**1,273,035**	**1,243,978**
Achieva/Calais	530	385	1,132	72,365	34,616
Cutlass Ciera	3,070	2,832	8,124	82,210	54,965
Cutlass Ciera (Can.)	0	0	0	0	41,089
Cutlass Supreme	2,100	0	2,100	49,478	66,439
Toronado	0	0	0	3,280	3,119
Eighty Eight	1,278	1,195	3,658	44,816	48,569
Custom Cruiser wag.	0	0	0	1,927	5,852
Ninety Eight	80	208	690	18,230	52,371
Silhouette (trk.)	147	61	221	9,159	13,133
Bravada (trk.)	274	212	706	7,872	10,239
Total Oldsmobile	**7,479**	**4,893**	**16,831**	**289,337**	**330,392**
Sunbird	1,501	753	2,370	55,011	75,433
Grand Am	6,085	6,090	16,155	161,104	87,273
Firebird	573	620	1,925	16,492	11,912
Grand Prix	2,392	1,832	4,224	68,984	66,760
Pontiac 6000	0	0	0	0	19,603
Bonneville	1,386	805	3,168	60,236	42,674
Trans Sport (trk.)	561	250	863	25,546	16,236
Total Pontiac	**12,498**	**10,350**	**28,705**	**387,373**	**319,891**
Yukon-Jimmy (trk.)	240	172	415	4,567	1,555
Medium (trk.)	280	269	904	13,161	1,361
P-model (trk.)	61	61	196	2,115	1,770
Pickup (trk.)	2,508	1,914	7,298	67,053	79,543
Pickup (Can. trk.)	1,300	1,304	3,677	42,694	33,189
Syclone-Sonoma (trk.)	1,448	1,274	3,336	31,354	39,684
Typhoon-S15 Jimmy (trk.)	737	607	1,814	25,284	7,892
Safari (trk.)	1,153	873	3,085	38,256	25,197
Suburban (trk.)	1,089	878	2,529	21,086	16,482
Vandura (trk.)	68	23	91	5,894	11,710
Vandura (Can. trk.)	320	318	753	20,269	14,363
Total GMC	**9,294**	**7,993**	**24,898**	**271,733**	**232,746**
Total Saturn†	**5,518**	**5,019**	**16,830**	**131,221**	**53,898**
Total U.S. car	**48,244**	**38,868**	**117,909**	**1,561,561**	**1,464,653**
Total Can. car	**5,000**	**0**	**5,000**	**283,882**	**263,868**
Total U.S. truck	**29,798**	**22,485**	**76,846**	**828,222**	**743,423**
Total Can. truck	**5,970**	**5,938**	**16,456**	**225,462**	**170,838**
GENERAL MOTORS	**89,012**	**67,211**	**216,211**	**2,819,127**	**2,641,183**
Can. car	900	670	2,470	63,812	66,592
Can. trk.	450	320	1,270	39,176	29,663
CAMI*	**1,350**	**990**	**3,740**	**102,988**	**96,255**
DIAMOND-STAR*	**2,220**	**2,192**	**6,606**	**91,855**	**101,245**
Civic	2,075	2,093	6,464	63,664	58,611
Civic (Can.)	2,115	2,182	6,065	70,213	69,384
Accord	7,620	7,343	22,430	244,965	235,743
Total U.S. car	**9,695**	**9,436**	**28,894**	**308,629**	**294,354**
Total Can. car	**2,115**	**2,182**	**6,065**	**78,213**	**69,384**
HONDA	**11,810**	**11,618**	**34,959**	**378,842**	**363,738**
HYUNDAI Sonata (Can.)	**0**	**240**	**294**	**7,049**	**17,956**
AUTOALLIANCE*	**4,878**	**4,878**	**14,546**	**76,511**	**101,868**
U.S. trk.	1,585	1,547	4,203	42,153	46,210
Can. trk.	0	244	417	5,411	4,703
NAVISTAR	**1,585**	**1,791**	**4,620**	**47,564**	**50,913**
Altima	1,339	1,248	3,597	5,770	0
Sentra	2,310	2,281	6,694	78,647	86,050
Pickup (trk.)	2,778	2,919	8,459	84,792	84,906
NISSAN	**6,427**	**6,448**	**18,750**	**169,209**	**170,956**
Geo Prizm	10	0	1,021	52,503	64,046
Toyota Corolla	10	0	1,481	72,489	71,494
Toyota Pickup (trk.)	1,930	1,922	5,782	41,750	0
NUMMI	**1,950**	**1,922**	**8,284**	**166,742**	**135,540**
Legacy	1,200	1,287	3,594	37,904	37,200
Pickup (trk.)	513	575	1,711	15,301	16,672
Rodeo (trk.)	847	952	2,716	27,101	16,969
Total U.S. car	**1,200**	**1,287**	**3,594**	**37,904**	**37,200**
Total U.S. trk.	**1,360**	**1,527**	**4,427**	**42,402**	**33,641**
SUBARU-ISUZU	**2,560**	**2,814**	**8,021**	**80,306**	**70,841**
Camry	4,885	4,886	14,516	155,505	136,263
Corolla (Can.)	1,450	1,449	4,017	48,129	41,988
TOYOTA	**6,335**	**6,335**	**18,533**	**203,634**	**178,251**
VOLVO 740, 940 (Can.)	**100**	**0**	**100**	**4,015**	**5,325**
AM GENERAL (trk.)	**300**	**300**	**900**	**11,700**	**13,250**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**5,760**	**74,880**	**67,270**
Total U.S. car	**116,677**	**104,336**	**310,876**	**3,613,031**	**3,441,543**
Total Canada car	**20,428**	**14,980**	**48,513**	**954,965**	**882,347**
Total U.S.-Canada Car	**137,105**	**119,196**	**359,389**	**4,567,996**	**4,133,890**
Total U.S. truck	**82,531**	**76,810**	**234,529**	**2,491,317**	**2,110,582**
Total Canada truck	**17,611**	**17,806**	**51,454**	**637,342**	**517,391**
Total U.S.-Canada truck	**100,142**	**94,616**	**285,983**	**3,128,659**	**2,627,973**
TOTAL U.S.	**199,208**	**181,146**	**545,405**	**6,104,348**	**5,552,125**
TOTAL CANADA	**38,039**	**32,666**	**99,967**	**1,292,307**	**1,200,738**
TOTAL U.S.-CANADA CAR & TRUCK	**237,247**	**213,812**	**645,372**	**7,396,655**	**6,761,863**

•Estimate
*1991 figures reflect Grand Wagoneer production.
†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz
Source: Automotive News Data Center

Car-truck output up 9% in '92

GWENDOLYN ZONGHETTI
Special Correspondent

Car and truck producers in the United States and Canada have assembled 7,396,665 vehicles so far this year, 9.4 percent ahead of the 6,761,863 built one year ago.

In the United States last week, 116,677 cars were produced, 11.8 percent more than the prior week and 11.4 percent more than the year-ago week.

Year-to-date car production in the United States is 3,613,031, up 5.0 percent over the same point last year.

Canadian automakers produced 20,428 cars last week, 37.5 percent more than the prior week and 3.3 percent more than the same week last year.

So far this year, Canadian car manufacturers have assembled 654,964 autos, down 5.4 percent from the same point in 1991.

Truck production in the United States last week was estimated at 82,531, up 7.4 percent over the prior week and 14.0 percent over the 1991 week.

Year-to-date U.S. truck production is 2,491,317, up 18.0 percent over last year.

Canadian truckmakers produced 17,611 units last week, down 1.1 percent from the prior week but up 8.8 percent over the year-ago week.

Year-to-date truck production in Canada is 637,342, up 23.2 percent over 1991.

The estimated daily build rate of cars and trucks in the United States and Canada last week was 47,449, up 11.0 over the prior week and 11.4 percent over the year-ago week.

Last week's scheduled car and truck production was shared as follows:

General Motors, 39.1 percent; Ford Motor Co., 26.8 percent; Chrysler Corp., 15.7 percent; Honda of America Manufacturing Inc., 4.9 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.2 percent; Toyota Motor Manufacturing (U.S.A.), 2.5 percent; AutoAlliance International Inc., 2.4 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; Diamond-Star Motors Corp., 1.1 percent; New United Motor Manufacturing Inc., 1.0 percent; miscellaneous, 1.0 percent; Navistar International Corp., 0.8 percent; and AM General, 0.2 percent.

Ford's Atlanta car plant will work overtime today for the 1993 model start-up.

Chrysler announced last week that it may be necessary to reduce production of Jeep Cherokees at its Toledo, Ohio, plant due to lack of orders.

This week, Chrysler has scheduled daily overtime at four plants — the Newark, Del., and Belvidere, Ill., car plants and the Warren, Mich.; and Jefferson North (Detroit) truck plants.

The Windsor, Ontario, and Toledo truck plants will work one shift of overtime this Saturday.

Two shifts of Saturday overtime are scheduled for Chrysler's St. Louis No. 2 truck plant.